

Fig. 1

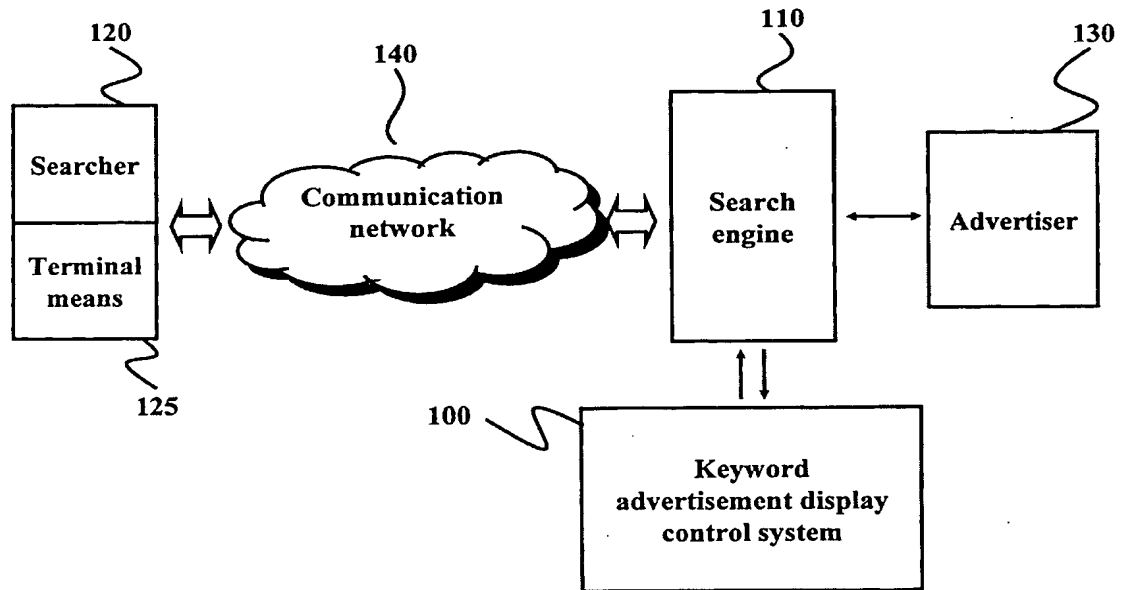


Fig. 2

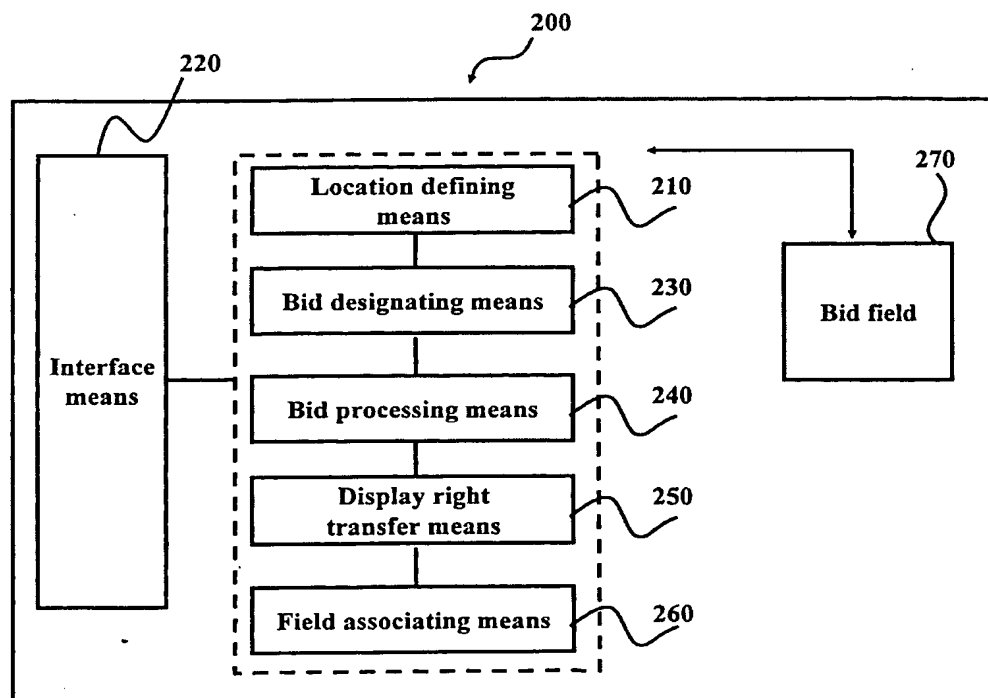


Fig. 3

Integrated search	<input type="text" value="Rental"/>	<input type="button" value="search"/>
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<b>Aju Rental</b> - collective rental such as computers, notebooks, air domes, tents, bathroom, office furniture, home appliance and measurement meters <a href="http://www.ajurental.com">http://www.ajurental.com</a>	301
<b>Rental ENP</b> - total rental service, various event goods, wedding goods, office goods, party goods,... <a href="http://www.rentalenp.co.kr">http://www.rentalenp.co.kr</a>	302
<b>Rental Land</b> - collective rental such as office/event furniture, partition, computer, key phone, copy machine, printer, and wireless set <a href="http://www.rentaland.co.kr">http://www.rentaland.co.kr</a>	303
<b>Rental Korea</b> - collective rental, computer, mobile phone, notebook, server rental, office furniture, video device and the like <a href="http://www.rentalkorea.co.kr">http://www.rentalkorea.co.kr</a>	304

Fig. 4

&lt;Bid field&gt;

Bid data:  
Fee per single click

Rank	Unit display zone 1 (A)	Unit display zone 2 (B)	Unit display zone 3 (C)	Unit display zone 4 (D)
First rank	Aju Rental 800won	Rental ENP 900won	Rental Land 950won	Rental Korea 600won
Second rank	A 750won	B 800won	C 700won	D 400won
Third rank	E 700won	F 700won	G 600won	
Fourth rank				

First bid price data	OA bank 1,000won	OA bank 1,000won	OA bank 700won	OA bank 700won
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Fig. 5

**<Bid field>**

**Bid data:  
Fee per single click**

Rank	Unit in play zone 1 (0.1)	Unit in play zone 2 (0.2)	Unit in play zone 3 (0.3)	Unit in play zone 4 (0.4)
First rank	OA bank 1,000won	Rental ENP 900won	Rental Land 950won	Rental Korea 600won
Second rank	Aju Rental 800won	B 800won	C 700won	D 400won
Third rank	A 750won	F 700won	G 600won	
Fourth rank	E 700won			

Fig. 6

Integrated search

First search result  
list item

Aju Rental - collective rental such as computers, notebooks, air domes, tents, bathroom, office furniture, home appliance and measurement meters  
<http://www.ajurental.com>

Rental ENP - total rental service, various event goods, wedding goods, office goods, party goods,...  
<http://www.rentalenp.co.kr>

Rental Land - collective rental such as office/event furniture, partition, computer, key phone, copy machine, printer, and wireless set  
<http://www.rentaland.co.kr>

Rental Korea - collective rental, computer, mobile phone, notebook, server rental, office furniture, video device and the like  
<http://www.rentalkorea.co.kr>

Fig. 7

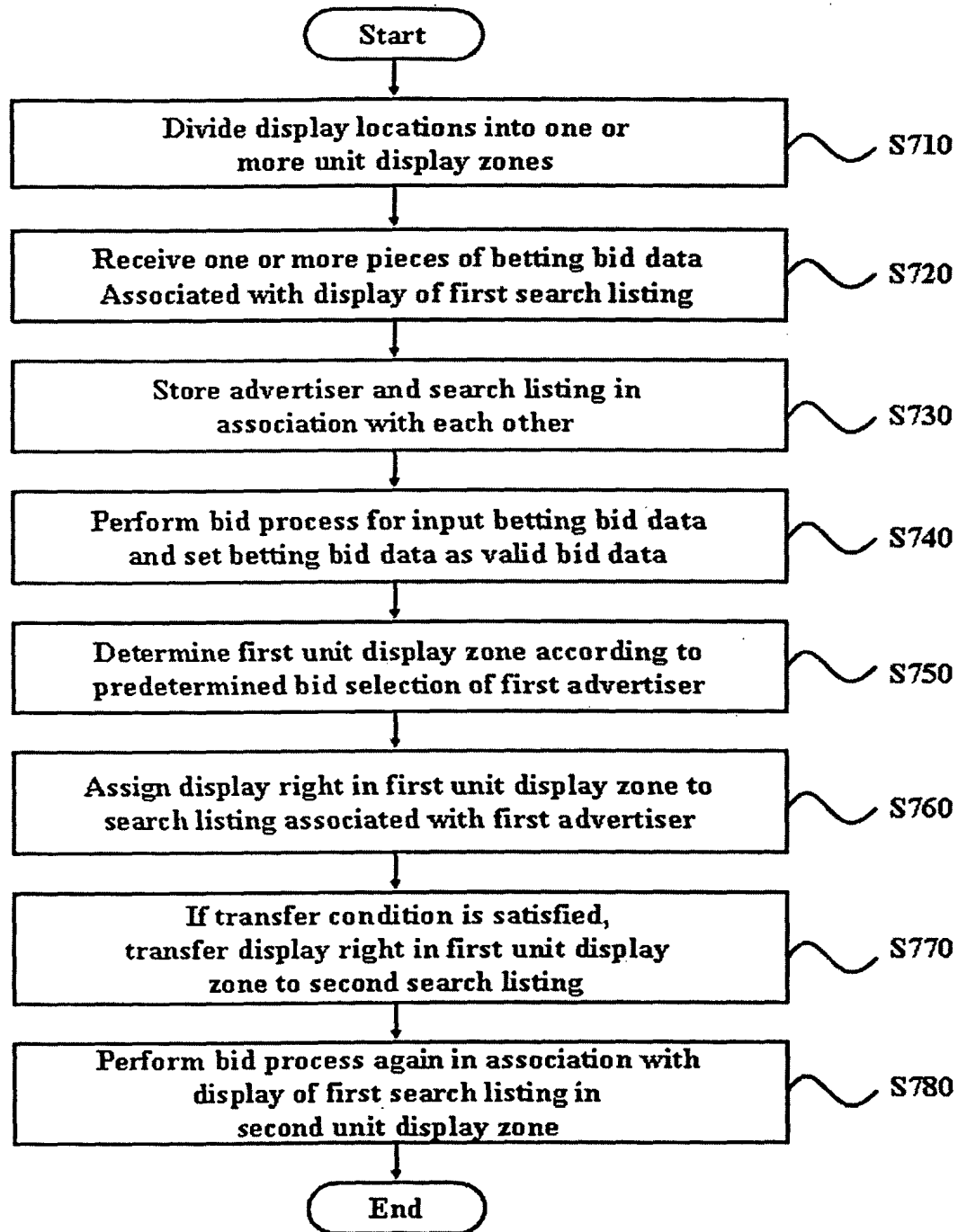


Fig. 8

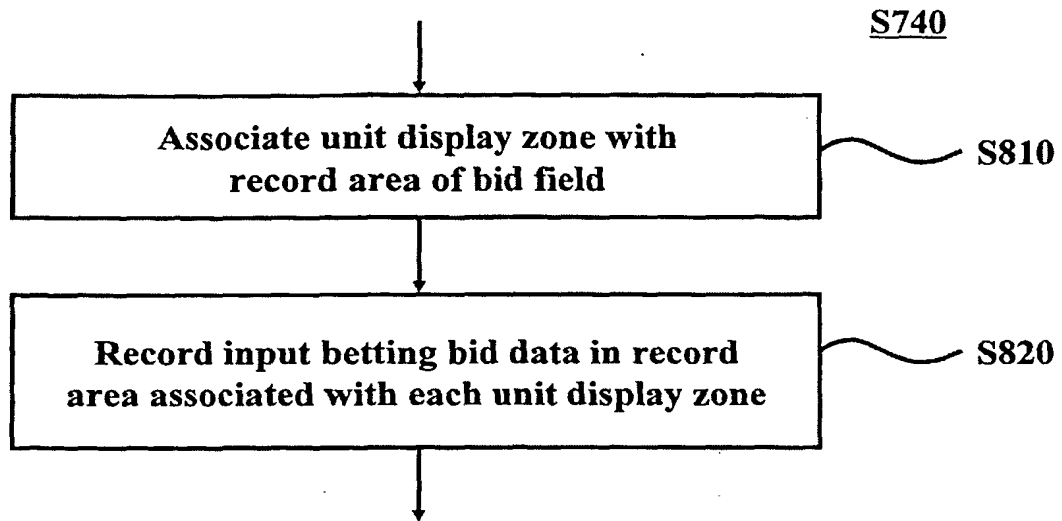


Fig. 9

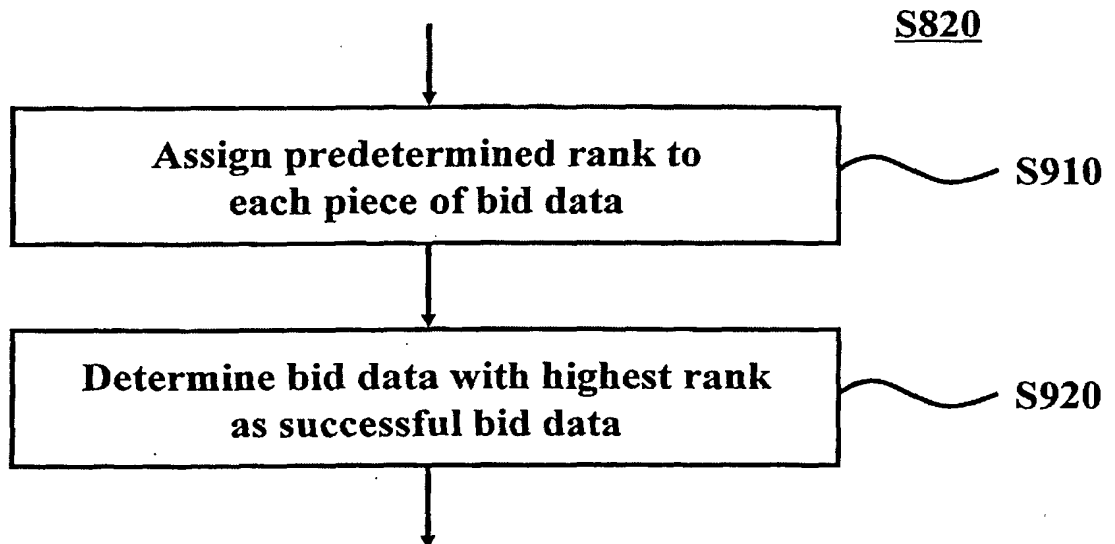


Fig. 10

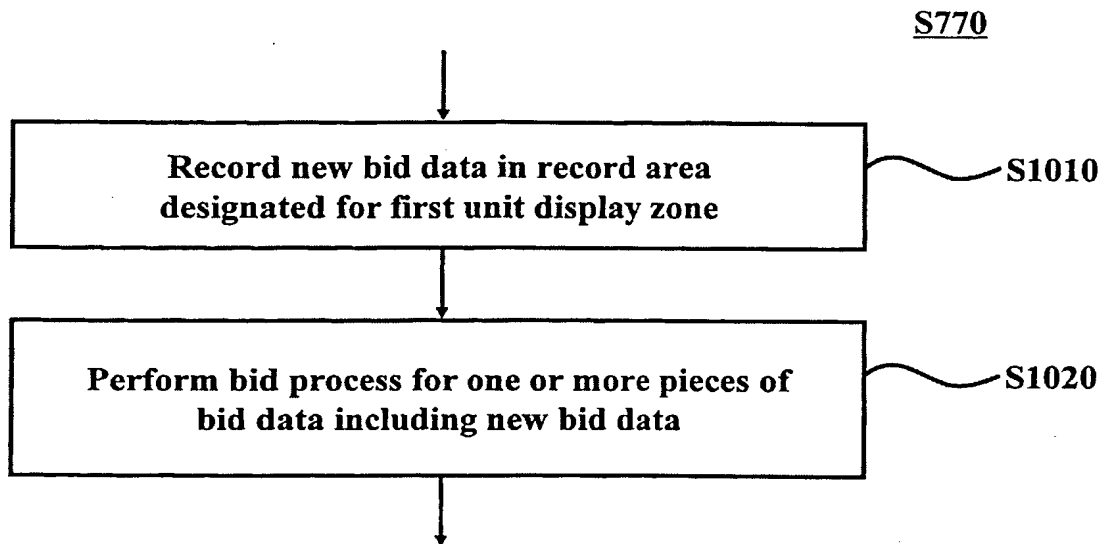


Fig. 11

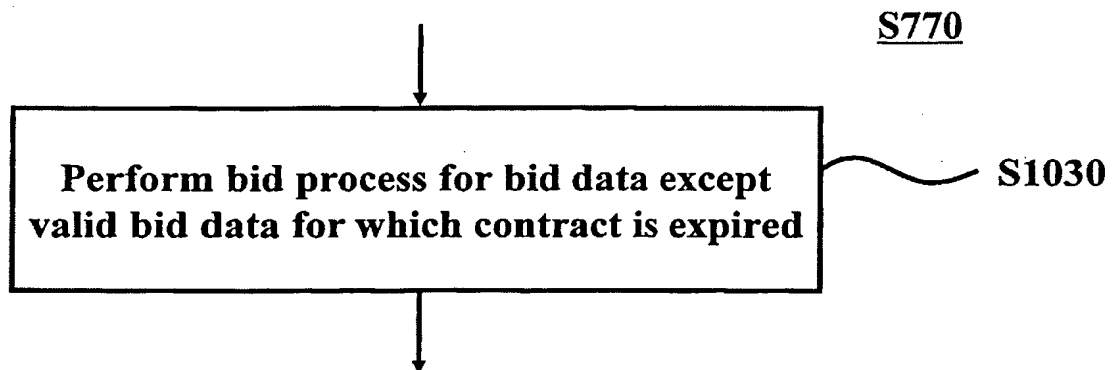


Fig. 12

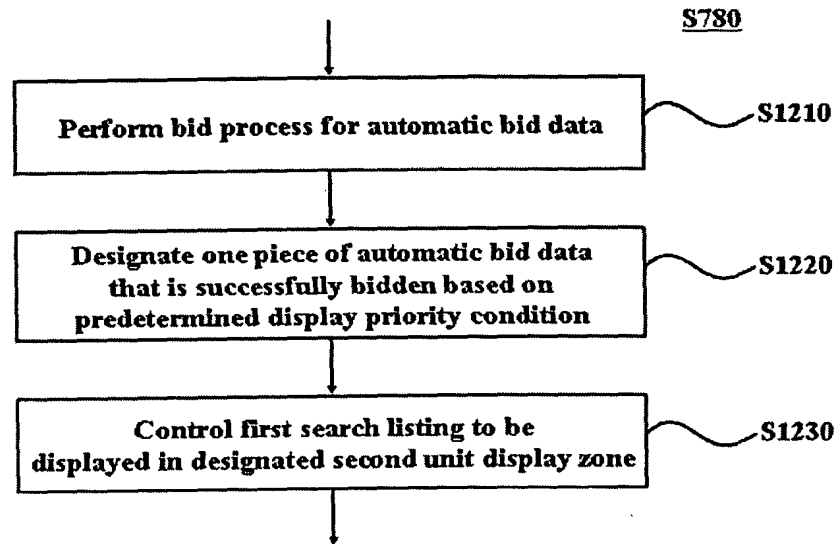


Fig. 13

